

Edvance Marketing Tool Kit for OPEIU 29

Union College Benefit Launch (06-17-2026)

This marketing toolkit is designed to guide OPEIU 29 through the launch of Union College Benefit, powered by Edvance, and provides assets the OPEIU 29 team needs in the month of June to launch the benefit.

Each touchpoint is intended to build awareness over the new benefit, reinforce the value, and encourage members and their families to explore this new offering.

Below, assets are organized by date to make execution simple. Assets are hyperlinked and ready to download. All messaging is ready to use and can be lightly customized by you if desired.

If additional assets or customizations are requested, please contact Alecia Kissel, akissel@edvancecollegebenefit.com or 404-507-6626.

Ongoing Assets

Launch Assets and Timeline		
Asset	Where to Use	Notes
Website Copy	Member Benefits page + Our Union Community page	LINK TO DOWNLOAD . Add at launch, leave up permanently. Includes link to landing page.
Scholarship Email Snippet	Goodwin Student Debt Reduction + Howard Coughlin Memorial emails	LINK TO DOWNLOAD . Drop into existing scholarship comms whenever they go out.
Member Flyer (PDF)	New member orientations, steward distribution	LINK TO DOWNLOAD . QR code links to landing page. Print as needed.

Launch Assets

Launch Assets and Timeline	
Date	Asset
6/17/2026 – Launch Day	Text Copy
6/24/2026	Email Copy

Leader Enablement and FAQs

To support a successful launch, below are common questions leaders may receive from members, along with simple ways to respond.

What is the Union College Benefit powered by Edvance?

The Union College Benefit connects OPEIU members and their families to a network of accredited colleges and universities offering affordable, 100% online programs. Through Edvance, members receive personalized guidance to help them find and enroll in a program that fits their goals, budget, and schedule.

What is Edvance? What does Edvance do?

Edvance is a higher education provider that manages the benefit and partners with the colleges and universities. Our benefit is fully managed by us, meaning we support the entire process – from program selection to enrollment.

Who is eligible for the Union College Benefit powered by Edvance?

OPEIU 29 members and their families are eligible, including spouses or domestic partners, children, grandchildren, parents, and dependents are also eligible to access discounted tuition and personalized guidance.

What types of programs are available?

Programs include certificates, associate, bachelor's, and master's degrees across a range of in-demand fields such as business, healthcare, management, criminal justice, technology, and more.

How much can members save with this benefit?

Members have access to tuition discounts through Edvance partner schools. Costs will vary by program, but the goal is to make education more affordable, accessible, and an easier admission experience. There's no cost to members to explore the benefit or apply to any of the Edvance partner schools.

Are the programs flexible for working adults?

Yes, programs are 100% online and designed to fit busy schedules. Students can sign in on their own time, making balancing work, family, and school even easier.

How do members get started?

Members and family can get started by visiting the [OPEIU Edvance page](#) to explore programs and connect with the Edvance team for personalized support. There's no cost to inquire or apply.

Who manages member support and questions?

Members are supported by a dedicated Edvance team that helps them explore programs and schools, navigate the admissions process, and receive guidance throughout the entire journey. We are a fully managed service model, meaning the OPEIU 29 team does not need to handle questions or member support.

Members can reach out to our Student Success Coordinators at help@edvancecollegebenefit.com or call/text 1-312-319-5023.

How do I share the benefit?

You can send members to <https://edvancecollegebenefit.com/opeiu/> or share the benefit flyer.

Who should leaders contact for questions?

OPEIU leaders can reach out to Alecia Kissel at akissel@edvancecollegebenefit.com or 404-507-6626.